

HOW TO



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How to Create a LinkedIn Carousel Post in 7 Easy Steps (with Canva)



Carousel posts don't get nearly the credit they deserve on LinkedIn.

You sometimes have to do things differently to stand out from the crowd and if you're not using carousels, you're probably missing out on a slick way to attract lots of potential customers.

They're clean, engaging, and (let's be honest) look like they've been created by an entire marketing team. But here's the thing - you don't need a big budget or half a day to make one.

Thinking of giving it a go? The good news is, I've worked out the process so you don't have to - here's how to make it work, step by step using Canva.



How to Create a LinkedIn Carousel Post in 7 Easy Steps (with Canva)

by Wendy Walker



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How to Create a LinkedIn Carousel Post in 7 Easy Steps (with Canva)

1 Set up a Canva account

Head to canva.com and create a free account. If you'll be using it often, Canva Pro is a great option - it unlocks loads of templates, images, and time-saving features for under £20/month.

2 Choose the right image size

Getting the size right so the design fits properly means your carousel will look sharp, aligned, and professional. There's nothing more amateurish than a badly cropped post with important info missing. We've even listed the sizes to save you doing the maths:

LinkedIn Carousel Sizes

LinkedIn slides 1200px x 1200px per page. Multiply the width by number of slides:

- 3 slides: 3600px x 1200px
- 4 slides: 4800px x 1200px
- 5 slides: 6000px x 1200px
- 6 slides: 7200px x 1200px
- 7 slides: 8400px x 1200px
- 8 slides: 9600px x 1200px

3 Add column guides in Canva

This will divide your strip into equal sections, so each slide is perfectly aligned.

- Go to File → Settings → Guides
- Select Custom
- Choose the number of columns (e.g. 6) → Set Gutter: 0
- Click Apply Guides

You'll now see purple lines at 1200px intervals to mark each page.

4 Design your carousel

- Use your own brand colours, fonts and voice.
- Keep important content centred on each panel
- Let your graphics or illustrations spill over slightly to add flow and movement.
- The design works particularly well with a background colour too.
- Start with a bold headline and end with a strong call-to-action.

5 Download your full strip

When your design is ready, download the full strip as a JPEG.

Go to Share → Download → File type: JPEG → Page.

6 Split the strip into slides

- Create a new Canva document (1200x1200px for LinkedIn)
- Go to Apps → Search: Image Splitter
- Upload your JPEG strip
- Choose: Columns: 1 → Rows: [number of slides eg 6]
- Click Split Image → Add images to new pages

Then, download these split pages as a PDF → 'Standard' (LinkedIn only supports PDF for carousels).

7 Upload to LinkedIn

- On LinkedIn, click 'Start a post'
- Select → Add a DOCUMENT (not image) and upload your multi-page PDF
- Add a title, eg mine was 'How to create a LinkedIn Carousel' and write your post caption.
- Hit post right away or schedule.

Your carousel is now ready to impress! Don't forget to tag @Wendy Walker so I can see how you got on - good luck!

Want it done for you?

If you'd rather save time or want your carousel to look polished and totally on-brand, we can help, email wendy@ovydesign.co.uk to find out more.



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